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AGRICULTURE

Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

May 1957



HPD-44

July 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER,
AND MARGARINE, MAY 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

FLUID MILK 1/

Total: Householders purchased 1,221 million quarts of fluid milk, including whole and skim, in May 1957, about 5 percent more than in May 1956. About 84 percent of all families made a fluid milk purchase in May 1957, up slightly from a year earlier. 2/ Per capita, household purchasers bought 7.4 quarts this May, an increase of 3 percent over May 1956. 3/

For April and May 1957 combined, fluid milk purchases were 6 percent greater than for April-May 1956. Compared with April-May 1954, purchases were up almost 11 percent. These gains occurred although prices paid for fluid whole and fluid skim items this April and May were above those in comparable months of 1956 and 1954.

Fluid Whole Milk: Householders bought 1,150 million quarts of fluid whole milk in May 1957, up about 57 million quarts from a year earlier. 4/ Whole milk purchases this May accounted for just over 94 percent of the total volume of all fluid milk purchased for home use.

Consumers in this survey paid 22.9 cents per quart equivalent for fluid whole milk in May 1957, compared with 22.3 cents a year ago and 21.6 cents in May 1954. Gallon prices at 18.4 cents per quart equivalent were down fractionally from a year ago, while half-gallons at 21.7 cents per quart and single quarts at 24.3 cents were 2 and 4 percent higher, respectively.

Purchases of whole milk in half-gallon units continued to show strong gains from a year earlier. Householders purchased 420 million quarts of whole milk in the half-gallon container in May 1957 about 27 percent more than in May 1956. The volume of purchases in gallon units--80 million quarts--also was higher, up about 11 percent--but milk bought for home use in single-quart containers declined 6 percent from May 1956.

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

Purchases in the single-quart container accounted for about 56 percent of the total quantity of whole milk bought in May 1957, compared with 63 percent in May 1956, and 75 percent in May 1954. The proportion of the total quantity of whole milk which is bought in gallon containers--about 7 percent--has changed little since 1954. Purchases in half-gallon containers accounted for 37 percent of whole milk bought by consumers in May this year compared with about 30 percent in May 1956 and 20 percent in May 1954.

Fluid Skim Milk: Skim milk purchases for home use in May 1957 totaled 71 million quarts, up about 5 percent from a year earlier and over 30 percent from the level reported in May 1954. 5/ About 20 percent of all families purchased fluid skim milk this May compared with 19 percent in May 1956 and 18 percent in May 1954. Per capita purchases of skim items--at 0.43 quarts in May 1957--were nearly 5 percent above May 1956 and were over 25 percent higher than in May, 3 years earlier.

Householders in this survey paid 19.1 cents per quart equivalent for fluid skim purchases in May 1957, up about 0.5 cents per quart from a year ago. Prices paid for skim milk sold in single-quart and half-gallon containers were above a year earlier while household prices for skim milk sold in gallons were lower. Consumers paid 19.9 cents per quart for skim milk items bought in single-quart containers, 2.6 cents per quart higher than in half-gallons and 9.8 cents per quart over the gallon price.

About three-fourths of the fluid skim milk purchased for home use in May 1957 was bought in single-quart containers, with half-gallons accounting for most of the remainder. Purchases in the gallon container accounted for only 2 percent of total purchases in May 1957, and were relatively less important than in May 1956 and 1954 (table 6).

Nonfat Dry Milk: In May 1957, householders bought a total of 13.2 million pounds of nonfat dry milk, about the same amount as purchased in May 1955. From May 1954 to May 1955, both the total quantity of nonfat dry milk purchased, as well as the amount bought per capita, reflected rather sharp increases, especially when contrasted to the change indicated between May 1955 and May this year. Total and per capita purchases increased 21 and 18 percent, respectively, from May 1954 to May 1955. However, the change from May 1955 to May 1957 shows that total purchases are up fractionally while the per capita rate is down about 2 percent (table 1).

Consumers in this survey paid 40.1 cents per pound for nonfat dry milk in May 1957, compared with 39.5 cents in May 1955 and 37.8 cents in May 1954. The average size of purchase per buying family in May 1957 was almost 25 ounces, the highest monthly level in this series, and about 25 percent above the corresponding month 2 years earlier.

5/ Fluid skim milk includes skim, fortified skim, buttermilk, and flavored milk drinks.

BUTTER

Household butter purchases, which were not presented in the April 1957 issue of this series, have been resumed on a continuing basis and are included for April and May 1957 in this report. During May 1957, United States household consumers bought about 65 million pounds of butter, up more than one million pounds from May 1956. In April 1957 butter purchases were slightly over 67 million pounds, 3 percent higher than a year earlier. Reporting families paid about 70 cents per pound for butter in May 1957, down fractionally from April 1957 but up 2 percent from May a year earlier.

Nearly 46 percent of all families bought butter in April and May 1957, about the same as in May 1956. Although per capita butter purchases, about 0.41 pounds in April 1957, were up only slightly from a year earlier, they were at the highest April rate yet reported in the current 5-year series. During May 1957, butter purchases were about 0.40 pounds per capita, unchanged from May 1956. Although consumer buying of butter was less frequent during May 1957, the average quantity purchased each time was slightly larger than in the preceding month and in May 1956.

MARGARINE

The presentation of margarine data has been resumed in this report, beginning with April 1957, after a lapse of one year. In review, for the year April 1955-March 1956, householder's bought about 2 percent more margarine than in the preceding year, while prices averaged 5 percent lower.

United States householders purchased about 99 million pounds of margarine during both April and May 1957, about 2 and 5 percent higher, respectively, than in the corresponding months of 1955. This gain over two years earlier occurred even though prices paid by families in this survey were about 7 percent higher than in April-May 1955.

During April and May 1957, the percentage of all families buying margarine in a 28-day period--about 60 percent--was virtually unchanged from the corresponding period of 1955. Per capita purchases averaged about 0.60 pounds per month, just above the April-May 1955 level. Both frequency and average size of purchase per buying family in April and May 1957 were about the same as in April-May 1955. However, as was indicated for butter, families buying margarine were buying less frequently but buying a slightly larger quantity per purchase than in the same months of 1953 and 1954.

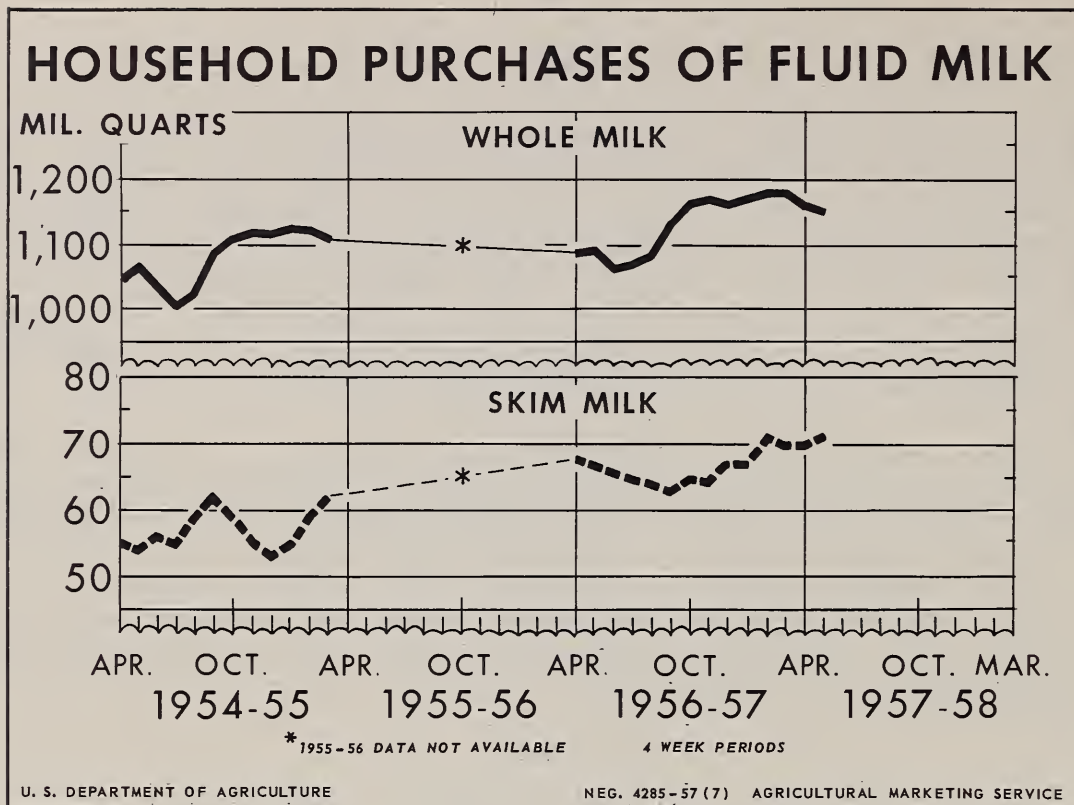


Figure 1

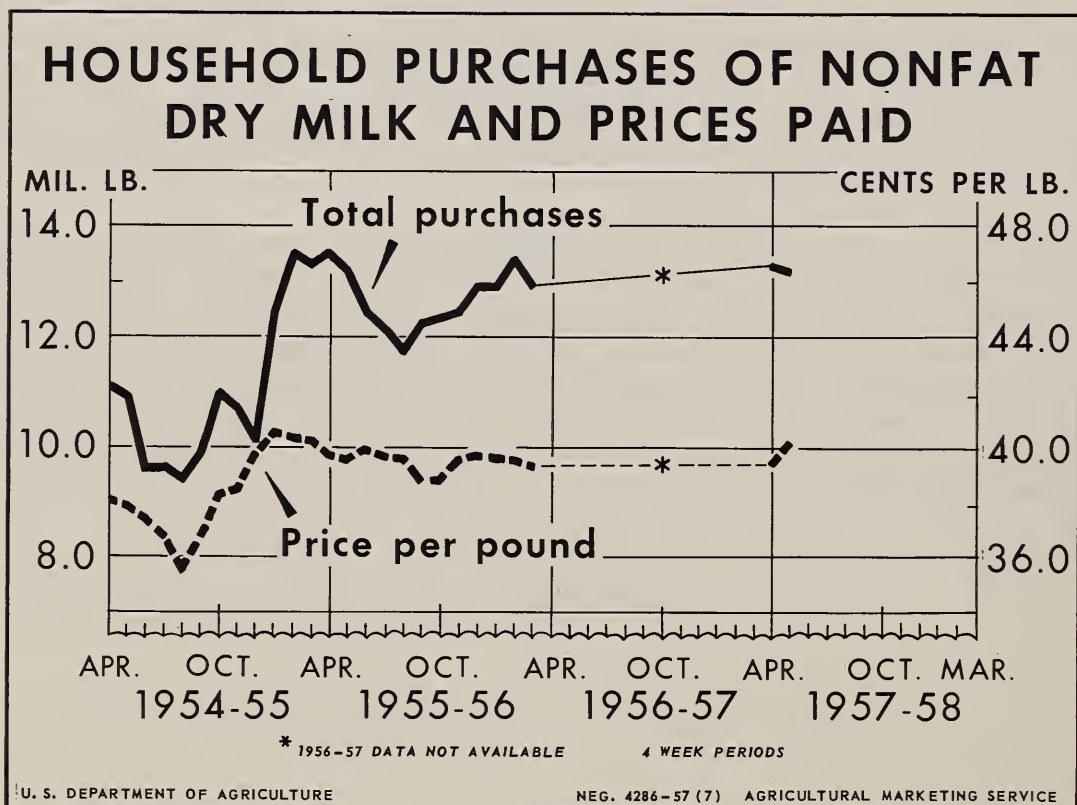


Figure 2

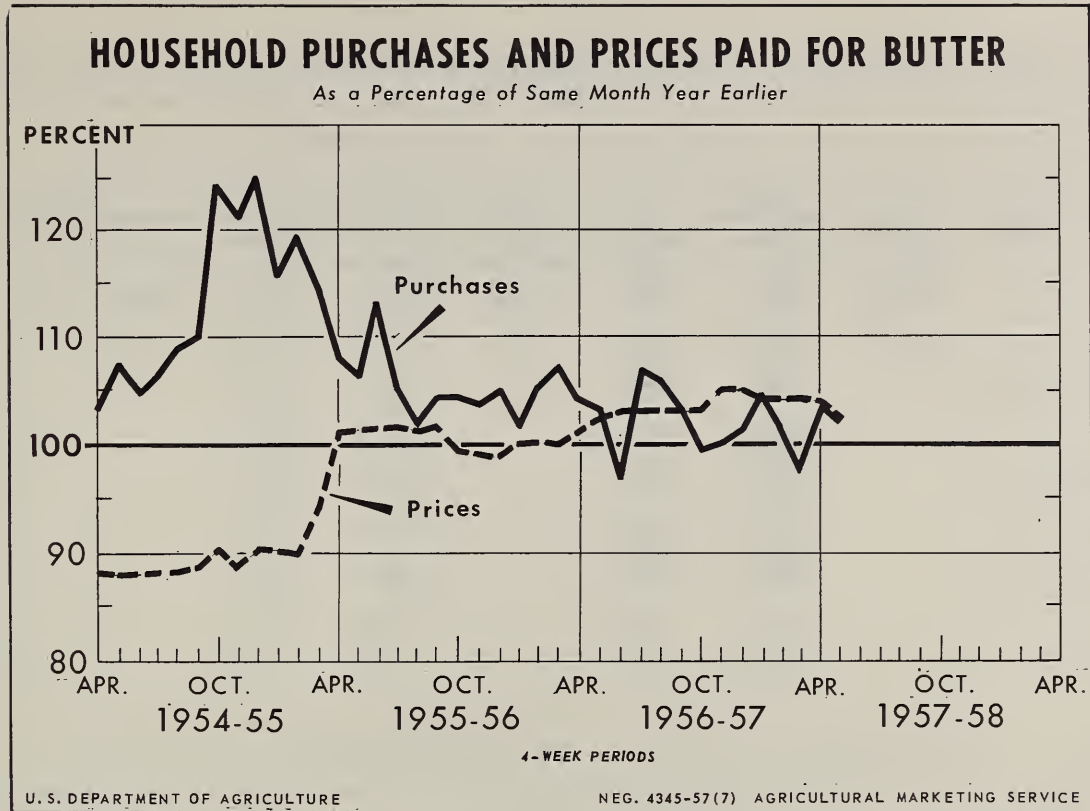


Figure 3

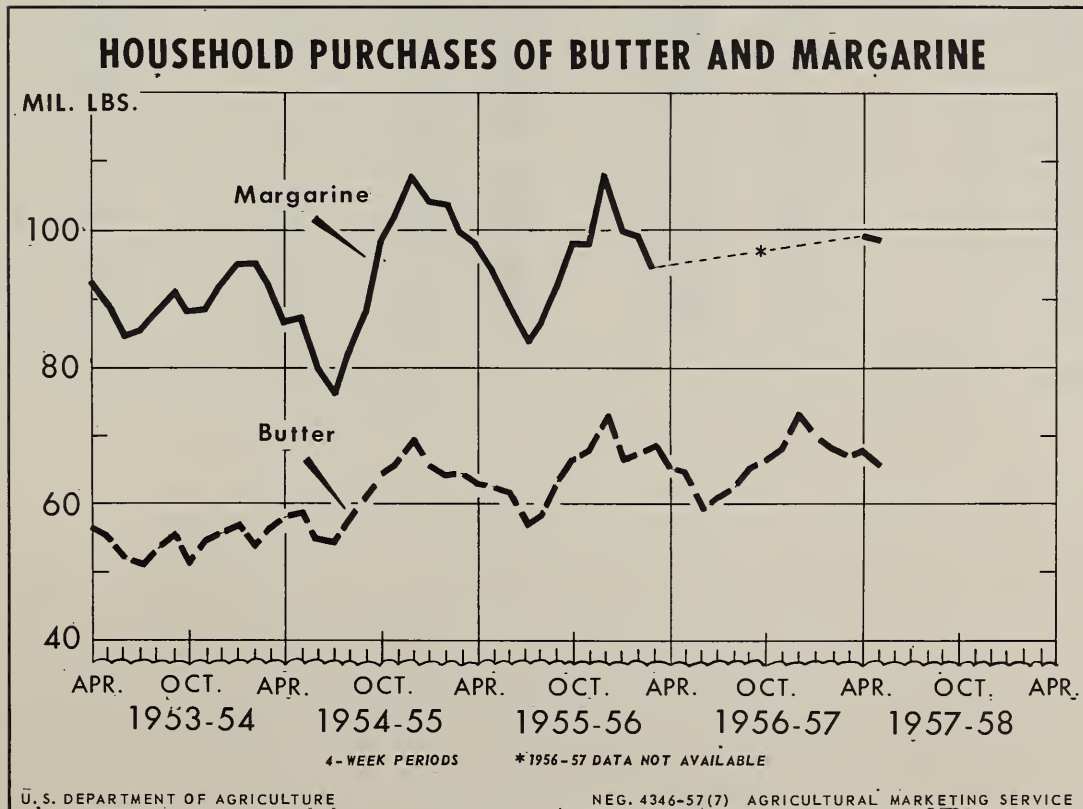


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

| Period | Quantity purchased | | | | | | | | |
|----------------|-----------------------------|-----------------|-----------------|----------------------------------|---------|---------|----------------------|---------|---------|
| | Total | | | Per 1,000 population | | | Average per purchase | | |
| | 1957-58 | 1955-56 | 1954-55 | 1957-58 | 1955-56 | 1954-55 | 1957-58 | 1955-56 | 1954-55 |
| | 1,000 pounds | 1,000 pounds | 1,000 pounds | Pounds | Pounds | Pounds | Ounces | Ounces | Ounces |
| April..... | 13,261 | 13,500 | 11,080 | 80.2 | 83.6 | 70.2 | 23.8 | 19.5 | 21.1 |
| May..... | 13,192 | 13,180 | 10,880 | 79.8 | 81.6 | 68.9 | 24.8 | 19.9 | 21.1 |
| June..... | | 12,420 | 9,560 | | 76.9 | 60.5 | | 20.4 | 22.6 |
| July..... | | 12,140 | 9,560 | | 75.8 | 60.1 | | 20.5 | 23.5 |
| August..... | | 11,720 | 9,410 | | 73.1 | 59.1 | | 20.0 | 22.6 |
| September..... | | 12,230 | 9,910 | | 76.3 | 62.3 | | 20.8 | 22.0 |
| October..... | | 12,330 | 10,860 | | 76.5 | 67.7 | | 21.3 | 20.6 |
| November..... | | 12,420 | 10,660 | | 77.0 | 66.5 | | 21.5 | 20.3 |
| December..... | | 12,880 | 10,110 | | 79.9 | 63.1 | | 21.5 | 19.9 |
| January..... | | 12,910 | 12,360 | | 80.0 | 77.1 | | 21.1 | 18.9 |
| February..... | | 13,350 | 13,510 | | 82.7 | 84.2 | | 21.5 | 18.8 |
| March..... | | 13,090 | 13,280 | | 81.2 | 82.8 | | 21.8 | 18.6 |
| | Average price paid | | | | | | | | |
| | Per pound for all purchases | | | Per actual 1-pound unit purchase | | | | | |
| | 1957-58 | 1955-56 | 1954-55 | 1957-58 | 1955-56 | 1954-55 | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | | | |
| April..... | 39.3 | 39.7 | 38.1 | 36.4 | 35.4 | 36.7 | | | |
| May..... | 40.1 | 39.5 | 37.8 | 37.3 | 35.4 | 36.1 | | | |
| June..... | | 39.9 | 37.3 | | 35.8 | 35.4 | | | |
| July..... | | 39.7 | 36.4 | | 35.8 | 34.8 | | | |
| August..... | | 39.6 | 35.5 | | 35.9 | 33.7 | | | |
| September..... | | 38.7 | 36.7 | | 34.9 | 34.1 | | | |
| October..... | | 38.7 | 38.3 | | 35.4 | 35.0 | | | |
| November..... | | 39.5 | 38.5 | | 36.1 | 35.9 | | | |
| December..... | | 39.7 | 39.7 | | 36.6 | 35.6 | | | |
| January..... | | 39.6 | 40.5 | | 36.2 | 36.1 | | | |
| February..... | | 39.5 | 40.3 | | 36.3 | 35.8 | | | |
| March..... | | 39.3 | 40.2 | | 35.9 | 35.8 | | | |

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

| Period | Any fluid milk | | | Fluid whole milk | | | Fluid skim milk | | |
|----------------|----------------|---------|---------|------------------|---------|---------|-----------------|---------|---------|
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Percent | Percent | Percent | Percent | Percent | Percent | Percent | Percent | Percent |
| April..... | 84.4 | 81.8 | 82.6 | 82.9 | 79.8 | 81.0 | 19.9 | 19.4 | 18.7 |
| May..... | 84.3 | 82.8 | 80.9 | 82.8 | 80.9 | 79.5 | 20.0 | 19.2 | 18.0 |
| June..... | | 82.0 | 81.6 | | 80.4 | 80.1 | | 20.0 | 19.4 |
| July..... | | 83.5 | 81.1 | | 82.0 | 79.8 | | 20.5 | 19.3 |
| August..... | | 83.6 | 81.9 | | 82.6 | 80.5 | | 20.7 | 19.8 |
| September..... | | 83.2 | 81.4 | | 82.4 | 80.0 | | 19.6 | 19.2 |
| October..... | | 83.6 | 82.9 | | 82.2 | 81.4 | | 18.6 | 17.9 |
| November..... | | 83.9 | 82.7 | | 83.1 | 81.3 | | 18.8 | 18.2 |
| December..... | | 84.3 | 82.6 | | 82.6 | 81.1 | | 19.0 | 16.7 |
| January..... | | 84.0 | 81.8 | | 81.6 | 80.2 | | 19.5 | 18.9 |
| February..... | | 83.3 | 83.2 | | 81.6 | 82.0 | | 20.4 | 18.7 |
| March..... | | 84.6 | 81.9 | | 83.0 | 80.3 | | 19.8 | 19.6 |

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

| Period | Total | | | Fluid whole milk | | | Fluid skim milk | | |
|----------------|---------|---------|---------|------------------|---------|---------|-----------------|---------|---------|
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts |
| April..... | 7.46 | 7.11 | 6.97 | 7.04 | 6.69 | 6.62 | 0.42 | 0.42 | 0.35 |
| May..... | 7.39 | 7.15 | 7.07 | 6.96 | 6.74 | 6.74 | 0.43 | .41 | .34 |
| June..... | | 6.96 | 6.90 | | 6.55 | 6.54 | | .41 | .35 |
| July..... | | 7.01 | 6.65 | | 6.60 | 6.31 | | .41 | .35 |
| August..... | | 7.10 | 6.79 | | 6.70 | 6.42 | | .40 | .37 |
| September..... | | 7.39 | 7.19 | | 7.00 | 6.80 | | .39 | .39 |
| October..... | | 7.53 | 7.31 | | 7.13 | 6.94 | | .40 | .37 |
| November..... | | 7.56 | 7.31 | | 7.17 | 6.97 | | .39 | .34 |
| December..... | | 7.55 | 7.31 | | 7.14 | 6.98 | | .41 | .33 |
| January..... | | 7.55 | 7.35 | | 7.14 | 7.01 | | .41 | .34 |
| February..... | | 7.59 | 7.36 | | 7.16 | 6.99 | | .43 | .37 |
| March..... | | 7.61 | 7.34 | | 7.18 | 6.96 | | .43 | .38 |

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

| Period | Fluid whole milk | | | | | |
|-----------------|--------------------|-------------------|-------------------|---|---------|---------|
| | Quantity purchased | | | Average price paid per quart equivalent | | |
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Cents | Cents | Cents |
| April..... | 1,163 | 1,086 | 1,046 | 23.0 | 22.2 | 21.9 |
| May..... | 1,150 | 1,093 | 1,064 | 22.9 | 22.3 | 21.6 |
| June..... | | 1,064 | 1,034 | | 22.4 | 21.6 |
| July..... | | 1,067 | 1,003 | | 22.5 | 21.8 |
| August..... | | 1,083 | 1,021 | | 22.7 | 22.0 |
| September..... | | 1,131 | 1,082 | | 22.8 | 22.2 |
| October..... | | 1,163 | 1,112 | | 23.0 | 22.3 |
| November..... | | 1,170 | 1,117 | | 23.1 | 22.4 |
| December..... | | 1,164 | 1,119 | | 23.2 | 22.4 |
| January..... | | 1,173 | 1,125 | | 23.3 | 22.3 |
| February..... | | 1,176 | 1,121 | | 23.3 | 22.3 |
| March..... | | 1,180 | 1,116 | | 23.2 | 22.1 |
| Fluid skim milk | | | | | | |
| | Million quarts | Million quarts | Million quarts | Cents | Cents | Cents |
| April..... | 70.0 | 68.2 | 54.7 | 19.0 | 18.5 | 18.8 |
| May..... | 71.0 | 67.3 | 53.6 | 19.1 | 18.6 | 18.5 |
| June..... | | 65.9 | 55.7 | | 18.5 | 18.4 |
| July..... | | 65.4 | 55.3 | | 18.6 | 18.6 |
| August..... | | 64.0 | 59.2 | | 18.8 | 18.7 |
| September..... | | 63.4 | 61.7 | | 18.9 | 19.2 |
| October..... | | 64.9 | 58.7 | | 19.1 | 19.0 |
| November..... | | 63.7 | 55.0 | | 19.3 | 18.9 |
| December..... | | 66.6 | 53.0 | | 19.4 | 18.8 |
| January..... | | 66.9 | 54.6 | | 19.4 | 18.8 |
| February..... | | 71.2 | 58.7 | | 19.3 | 18.6 |
| March..... | | 70.5 | 61.6 | | 19.4 | 18.5 |

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

| Period | Quantity purchased 1/ | | | | | | | | |
|--|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Quart | | | Half-gallon | | | Gallon | | |
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| April..... | 656 | 691 | 787 | 423 | 321 | 202 | 82.9 | 72.4 | 57.3 |
| May..... | 648 | 690 | 793 | 420 | 330 | 208 | 80.3 | 72.4 | 62.1 |
| June..... | | 663 | 772 | | 329 | 200 | | 71.2 | 60.7 |
| July..... | | 651 | 745 | | 341 | 204 | | 73.6 | 53.7 |
| August..... | | 653 | 759 | | 356 | 208 | | 73.4 | 54.0 |
| September..... | | 674 | 801 | | 379 | 219 | | 77.3 | 61.3 |
| October..... | | 687 | 816 | | 394 | 230 | | 81.4 | 66.2 |
| November..... | | 683 | 811 | | 405 | 242 | | 81.8 | 62.3 |
| December..... | | 678 | 805 | | 403 | 247 | | 82.7 | 66.3 |
| January..... | | 681 | 800 | | 412 | 254 | | 79.0 | 69.2 |
| February..... | | 675 | 790 | | 418 | 256 | | 81.6 | 74.4 |
| March..... | | 671 | 783 | | 426 | 260 | | 82.8 | 70.9 |
| Average price paid per quart equivalent 2/ | | | | | | | | | |
| | Quart | | | Half-gallon | | | Gallon | | |
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| April..... | 24.4 | 23.2 | 22.7 | 21.8 | 20.9 | 20.4 | 18.6 | 18.1 | 17.5 |
| May..... | 24.3 | 23.3 | 22.4 | 21.7 | 21.2 | 19.9 | 18.4 | 18.5 | 17.0 |
| June..... | | 23.3 | 22.5 | | 21.3 | 19.5 | | 18.2 | 16.6 |
| July..... | | 23.5 | 22.7 | | 21.3 | 19.7 | | 18.3 | 16.8 |
| August..... | | 23.7 | 22.8 | | 21.6 | 20.1 | | 18.5 | 17.2 |
| September..... | | 23.9 | 23.1 | | 21.7 | 20.4 | | 18.6 | 17.2 |
| October..... | | 24.2 | 23.2 | | 21.9 | 20.6 | | 18.5 | 17.6 |
| November..... | | 24.4 | 23.2 | | 22.0 | 20.7 | | 18.5 | 17.8 |
| December..... | | 24.5 | 23.3 | | 22.1 | 20.5 | | 18.6 | 18.2 |
| January..... | | 24.5 | 23.2 | | 22.2 | 20.5 | | 19.0 | 17.9 |
| February..... | | 24.5 | 23.3 | | 22.1 | 20.5 | | 18.8 | 17.9 |
| March..... | | 24.5 | 23.1 | | 22.0 | 20.3 | | 18.6 | 17.7 |

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 0.7 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

| Period | Quantity purchased 1/ | | | | | | | | |
|--|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Quart | | | Half-gallon | | | Gallon | | |
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| April..... | 54.2 | 53.4 | 47.9 | 13.5 | 11.9 | 4.0 | 2.1 | 2.7 | 2.7 |
| May..... | 53.9 | 51.9 | 47.2 | 15.3 | 13.0 | 3.8 | 1.7 | 2.3 | 2.4 |
| June..... | | 50.7 | 48.7 | | 12.7 | 5.4 | | 2.4 | 1.5 |
| July..... | | 50.2 | 48.5 | | 12.9 | 4.4 | | 2.2 | 2.3 |
| August..... | | 49.9 | 50.6 | | 11.9 | 5.5 | | 2.1 | 3.0 |
| September..... | | 48.3 | 53.3 | | 13.5 | 5.4 | | 1.6 | 2.8 |
| October..... | | 49.2 | 51.4 | | 13.6 | 4.8 | | 2.1 | 2.2 |
| November..... | | 48.8 | 48.9 | | 13.4 | 4.4 | | 1.5 | 1.7 |
| December..... | | 50.4 | 46.4 | | 14.0 | 4.7 | | 2.1 | 1.7 |
| January..... | | 49.8 | 46.0 | | 15.2 | 6.5 | | 1.8 | 2.0 |
| February..... | | 53.9 | 50.2 | | 15.0 | 6.4 | | 2.3 | 1.9 |
| March..... | | 55.1 | 52.4 | | 13.5 | 7.3 | | 1.8 | 1.7 |
| Average price paid per quart equivalent 2/ | | | | | | | | | |
| | Quart | | | Half-gallon | | | Gallon | | |
| | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 | 1957-58 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| April..... | 19.8 | 19.2 | 19.4 | 17.3 | 16.5 | 15.7 | 10.6 | 11.3 | 11.9 |
| May..... | 19.9 | 19.3 | 19.0 | 17.3 | 16.6 | 15.7 | 10.1 | 11.6 | 10.3 |
| June..... | | 19.3 | 18.9 | | 16.5 | 15.7 | | 10.5 | 10.4 |
| July..... | | 19.5 | 19.3 | | 16.1 | 16.1 | | 11.1 | 9.2 |
| August..... | | 19.5 | 19.4 | | 16.8 | 16.6 | | 12.1 | 9.5 |
| September..... | | 19.9 | 20.1 | | 16.5 | 15.4 | | 10.2 | 9.4 |
| October..... | | 20.0 | 19.5 | | 17.0 | 17.2 | | 11.0 | 12.4 |
| November..... | | 20.0 | 19.4 | | 17.3 | 15.8 | | 12.9 | 10.7 |
| December..... | | 20.1 | 19.2 | | 17.8 | 17.1 | | 13.4 | 10.8 |
| January..... | | 20.0 | 19.3 | | 17.9 | 16.7 | | 12.9 | 12.6 |
| February..... | | 20.0 | 19.1 | | 17.9 | 16.6 | | 12.5 | 10.5 |
| March..... | | 20.1 | 19.1 | | 17.7 | 15.9 | | 11.4 | 12.5 |

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7 ---Butter: Household purchases and average price per pound, U. S., 4-week periods

| Period | Quantity purchased | | | | | | | | | |
|----------------|-----------------------------------|-------------------|-------------------|-------------------|-------------------|------------------------------------|---------|---------|---------|---------|
| | Total | | | | | Per 1,000 population in households | | | | |
| | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| April..... | 67.3 | 65.1 | 62.7 | 58.0 | 56.2 | 407 | 401 | 388 | 367 | 369 |
| May..... | 65.4 | 64.2 | 62.2 | 58.5 | 54.7 | 396 | 396 | 385 | 371 | 359 |
| June..... | | 59.3 | 61.3 | 54.5 | 51.9 | | 366 | 380 | 345 | 340 |
| July..... | | 61.0 | 57.0 | 54.2 | 50.9 | | 377 | 356 | 341 | 332 |
| August..... | | 62.2 | 58.7 | 57.9 | 53.3 | | 385 | 366 | 364 | 348 |
| September..... | | 65.2 | 63.1 | 60.4 | 55.1 | | 404 | 394 | 379 | 360 |
| October..... | | 65.8 | 66.0 | 63.2 | 51.0 | | 403 | 409 | 394 | 331 |
| November..... | | 68.1 | 68.0 | 65.7 | 54.4 | | 418 | 422 | 410 | 353 |
| December..... | | 73.0 | 72.4 | 69.2 | 55.5 | | 448 | 449 | 432 | 361 |
| January..... | | 69.2 | 66.2 | 65.3 | 56.6 | | 421 | 411 | 407 | 367 |
| February..... | | 67.9 | 67.2 | 63.8 | 53.4 | | 413 | 417 | 398 | 346 |
| March..... | | 66.5 | 68.3 | 64.0 | 56.3 | | 405 | 423 | 399 | 365 |
| | Percentage of all families buying | | | | | Average price paid per pound | | | | |
| | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
| | Percent | Percent | Percent | Percent | Percent | Cents | Cents | Cents | Cents | Cents |
| April..... | 45.8 | 45.3 | 45.1 | 44.0 | 44.7 | 70.2 | 67.7 | 67.2 | 66.6 | 75.4 |
| May..... | 45.5 | 45.6 | 45.2 | 42.8 | 43.5 | 70.0 | 68.4 | 66.7 | 66.0 | 75.0 |
| June..... | | 44.4 | 44.6 | 41.4 | 42.7 | | 68.4 | 66.5 | 65.7 | 74.5 |
| July..... | | 45.5 | 44.0 | 42.2 | 43.3 | | 68.5 | 66.7 | 65.8 | 74.5 |
| August..... | | 46.0 | 45.1 | 43.3 | 44.2 | | 68.5 | 66.7 | 66.0 | 74.7 |
| September..... | | 46.6 | 46.1 | 43.1 | 45.9 | | 69.2 | 67.4 | 66.4 | 74.9 |
| October..... | | 46.3 | 46.3 | 45.4 | 43.7 | | 69.8 | 67.7 | 68.1 | 75.3 |
| November..... | | 47.6 | 47.6 | 46.2 | 44.8 | | 70.9 | 67.6 | 68.2 | 76.6 |
| December..... | | 48.8 | 49.0 | 48.5 | 44.4 | | 71.1 | 67.8 | 68.6 | 76.0 |
| January..... | | 46.4 | 46.9 | 45.5 | 42.8 | | 70.8 | 68.0 | 68.2 | 75.6 |
| February..... | | 46.1 | 46.5 | 45.6 | 42.2 | | 70.6 | 67.8 | 67.7 | 75.2 |
| March..... | | 45.2 | 47.2 | 45.4 | 44.1 | | 70.4 | 67.5 | 67.6 | 72.2 |

(continued)

Table 7 .--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

| Period | Per buying family | | | | | | | | | |
|----------------|-------------------|---------|---------|---------|---------|-----------------------|---------|---------|---------|---------|
| | Purchases | | | | | Quantity per purchase | | | | |
| | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
| | Number | Number | Number | Number | Number | Pounds | Pounds | Pounds | Pounds | Pounds |
| April..... | 2.64 | 2.66 | 2.64 | 2.74 | 2.71 | 1.11 | 1.11 | 1.09 | 1.09 | 1.06 |
| May..... | 2.57 | 2.63 | 2.60 | 2.80 | 2.75 | 1.12 | 1.10 | 1.10 | 1.10 | 1.04 |
| June..... | | 2.51 | 2.60 | 2.72 | 2.64 | | 1.09 | 1.09 | 1.09 | 1.04 |
| July..... | | 2.47 | 2.45 | 2.65 | 2.58 | | 1.10 | 1.09 | 1.09 | 1.04 |
| August..... | | 2.52 | 2.50 | 2.81 | 2.67 | | 1.10 | 1.08 | 1.08 | 1.03 |
| September..... | | 2.62 | 2.58 | 2.86 | 2.69 | | 1.09 | 1.09 | 1.09 | 1.03 |
| October..... | | 2.62 | 2.68 | 2.84 | 2.59 | | 1.10 | 1.10 | 1.09 | 1.02 |
| November..... | | 2.61 | 2.66 | 2.88 | 2.65 | | 1.11 | 1.11 | 1.09 | 1.04 |
| December..... | | 2.71 | 2.70 | 2.66 | 2.68 | | 1.12 | 1.13 | 1.11 | 1.05 |
| January..... | | 2.70 | 2.65 | 2.73 | 2.90 | | 1.11 | 1.10 | 1.09 | 1.04 |
| February..... | | 2.66 | 2.70 | 2.65 | 2.73 | | 1.11 | 1.10 | 1.10 | 1.04 |
| March..... | | 2.68 | 2.68 | 2.67 | 2.75 | | 1.11 | 1.11 | 1.09 | 1.04 |

Table 8 --Margarine: Household purchases and average price per pound, U. S., 4-week periods

| Period | Quantity purchased | | | | | | | |
|----------------|-----------------------------------|-------------------|-------------------|-------------------|------------------------------------|---------|---------|---------|
| | Total | | | | Per 1,000 population in households | | | |
| | 1957-58 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1955-56 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Million pounds | Million pounds | Pounds | Pounds | Pounds | Pounds |
| April..... | 99.0 | 97.5 | 86.3 | 92.1 | 599 | 604 | 546 | 605 |
| May..... | 98.6 | 93.8 | 87.1 | 89.1 | 597 | 581 | 551 | 584 |
| June..... | | 89.1 | 79.9 | 84.5 | | 551 | 506 | 554 |
| July..... | | 83.6 | 76.2 | 85.5 | | 522 | 479 | 558 |
| August..... | | 86.6 | 82.7 | 88.0 | | 540 | 520 | 574 |
| September..... | | 91.5 | 87.8 | 91.1 | | 571 | 552 | 595 |
| October..... | | 97.8 | 98.7 | 88.2 | | 606 | 616 | 573 |
| November..... | | 97.8 | 101.8 | 88.5 | | 607 | 635 | 575 |
| December..... | | 107.3 | 107.4 | 91.8 | | 666 | 670 | 597 |
| January..... | | 99.8 | 103.9 | 94.6 | | 619 | 648 | 614 |
| February..... | | 99.2 | 103.4 | 94.7 | | 615 | 645 | 600 |
| March..... | | 94.3 | 99.4 | 91.7 | | 585 | 620 | 581 |
| | Percentage of all families buying | | | | Average price paid per pound | | | |
| | 1957-58 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1955-56 | 1954-55 | 1953-54 |
| | Percent | Percent | Percent | Percent | Cents | Cents | Cents | Cents |
| April..... | 59.3 | 60.3 | 56.4 | 58.6 | 26.9 | 25.3 | 26.2 | 26.2 |
| May..... | 60.3 | 59.5 | 56.4 | 57.7 | 26.5 | 24.7 | 26.4 | 26.5 |
| June..... | | 57.3 | 54.7 | 56.9 | | 24.7 | 26.7 | 26.0 |
| July..... | | 55.9 | 53.5 | 57.7 | | 24.8 | 26.9 | 26.0 |
| August..... | | 57.1 | 55.7 | 58.7 | | 25.0 | 26.8 | 26.1 |
| September..... | | 58.0 | 58.0 | 59.9 | | 25.1 | 26.8 | 25.8 |
| October..... | | 59.2 | 62.4 | 58.9 | | 24.7 | 26.2 | 25.4 |
| November..... | | 60.6 | 63.4 | 60.0 | | 24.7 | 25.5 | 26.0 |
| December..... | | 63.4 | 63.7 | 60.0 | | 24.6 | 25.7 | 26.7 |
| January..... | | 59.9 | 63.2 | 58.7 | | 24.4 | 25.7 | 26.7 |
| February..... | | 60.0 | 63.3 | 60.7 | | 24.3 | 25.7 | 25.8 |
| March..... | | 59.4 | 61.6 | 59.8 | | 24.6 | 25.5 | 25.9 |

(continued)

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods (continued)

| Period | Per buying family | | | | | | | |
|----------------|-------------------|---------|---------|---------|-----------------------|---------|---------|---------|
| | Purchases | | | | Quantity per purchase | | | |
| | 1957-58 | 1955-56 | 1954-55 | 1953-54 | 1957-58 | 1955-56 | 1954-55 | 1953-54 |
| | Number | Number | Number | Number | Pounds | Pounds | Pounds | Pounds |
| April..... | 2.18 | 2.19 | 2.38 | 2.47 | 1.53 | 1.52 | 1.45 | 1.43 |
| May..... | 2.11 | 2.11 | 2.39 | 2.45 | 1.55 | 1.54 | 1.44 | 1.42 |
| June..... | | 2.08 | 2.25 | 2.35 | | 1.54 | 1.45 | 1.43 |
| July..... | | 2.04 | 2.23 | 2.31 | | 1.52 | 1.43 | 1.46 |
| August..... | | 2.08 | 2.31 | 2.36 | | 1.51 | 1.44 | 1.45 |
| September..... | | 2.16 | 2.36 | 2.40 | | 1.51 | 1.43 | 1.43 |
| October..... | | 2.21 | 2.39 | 2.24 | | 1.54 | 1.46 | 1.49 |
| November..... | | 2.15 | 2.41 | 2.24 | | 1.55 | 1.48 | 1.46 |
| December..... | | 2.20 | 2.29 | 2.37 | | 1.59 | 1.53 | 1.47 |
| January..... | | 2.18 | 2.29 | 2.46 | | 1.57 | 1.48 | 1.46 |
| February..... | | 2.15 | 2.25 | 2.37 | | 1.58 | 1.51 | 1.45 |
| March..... | | 2.10 | 2.24 | 2.37 | | 1.55 | 1.50 | 1.43 |

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